



[striveworks.com](https://striveworks.com)

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Austin, TX 78731

# Brand Guidelines

2024

# About Striveworks

Striveworks is a machine learning operations (MLOps) software company and a market leader in MLOps and operational data science.

Striveworks' MLOps platform, Chariot, provides a low-code to no-code solution that supports all phases of mission-relevant analytics: developing, deploying, monitoring, and remediating models. Our customers use these models to make highly consequential decisions in dynamic environments where yesterday—when models were trained—looks very different from tomorrow—when models are deployed. Ease of use, speed, scalability, and auditability are the pillars of Chariot. In sum, users of all skill levels can build better models, faster.

Striveworks was founded in 2018 by a leadership team that developed data-driven financial startup Virtu Financial, which culminated in an IPO in 2015. The highly successful Virtu model used data scientists and AI/ML to conduct electronic trading, managing over 100,000 models per year in production, and executing over 1,000,000 trades per day globally. This approach to speed, accuracy, and auditability is the essence of Striveworks and its Chariot platform. Connecting platform and data professionals with domain experts ensures operational relevance on a timeline that matters.

## OUR VISION

➤ Make MLOps Disappear

## OUR MISSION

The default business model of MLOps today is broken. Linear improvements in the productivity of data scientists and ML engineers operating in environments relatively isolated from the core business functions of the organization they support will fail to scale.

■ We instantiate the production data science process as code.

Data analytics are most useful when they generate primitives at scale, and end users interact with these primitives through query. While this looks a lot like traditional data ETL processes, it fundamentally differs in the intrinsic error rates of all models.

■ We provide the remediation that enables production models to work in mission critical applications, at scale.

## OUR VALUES



Start with trust



Intersect passion and perseverance



Take ownership



# Striveworks Logo

The **primary logo** is the face of Striveworks and represents the brand at the most fundamental level. The primary logo is composed of the logo icon and the wordmark and is always displayed horizontally.

There are several logo versions for placement on different background colors. It is recommended to first use the color logo before using the black or white versions. In all instances of the primary logo the logo icon should always appear to the left of the wordmark.



# Secondary Logo and Logo Icon

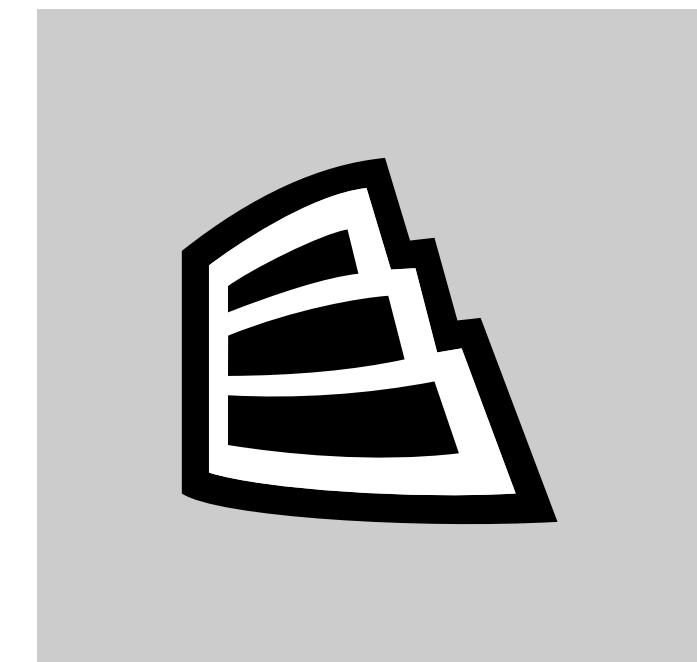
The **secondary or vertical logo** should be used in placements where the primary logo will not fit or where legibility is impaired, such as a 1:1 container. Similar to the primary logo, the color version should take priority over the black or white logo.

The **logo icon** represents an arena. It is best used as an abbreviated reference to Striveworks when the primary or secondary logo is already present, for example in a diagram or chart. In certain cases it may also be used when space is extremely limited. The white or black solid fills around the arena should always be included (the icon should not be see-through).

COLOR



BLACK



WHITE



# Logo Usage

All Striveworks logos serve as the visual foundation of the brand. To ensure a consistent and impactful brand presence, it is imperative to adhere to the following guidelines across all applications and mediums.

Logos should always be reproduced from an original, high-resolution file to preserve their integrity. Modifying any logo's proportions, colors, or any design elements is prohibited.

## Color

The use of alternative color schemes, especially those outside the brand's designated palette, is not permitted. In situations where full color isn't feasible, such as monochromatic applications, the black and white versions of the logo should be utilized.

## Padding

To uphold the logo's visibility and readability, a designated clear space should be maintained around it. This padding ensures that there is no visual clutter that could compromise its impact.

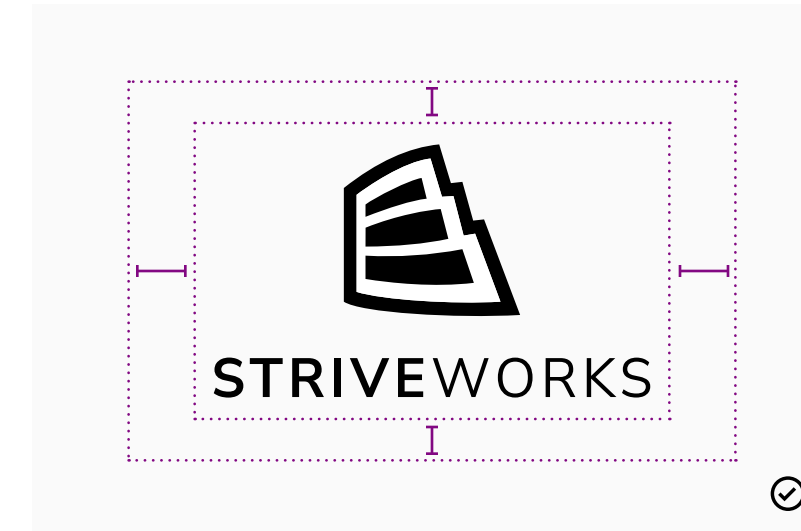
## Minimum Size

The minimum pixel width of the Striveworks logo is 100px. The minimum size guarantees legibility and visual appeal across diverse applications.

DO



Prioritize the color logo whenever possible.



Leave appropriate padding around the logo.



Place the logo over palette colors and gradients

DON'T



Don't recolor the logo



Don't resize or move individual logo elements



Don't place the logo over busy or conflicting backgrounds

# Typography

## FONT

# Nunito Sans

Consistent and purposeful use of typography enhances readability, reinforces brand personality, and contributes to a cohesive brand identity.

Nunito Sans is a sans serif typeface suitable for display typography. The variable font family should be used for all forms of standard text, ranging from: stationery, website design, marketing collateral, and all forms of general correspondence.

Although it is a variable font family, several weights have been selected to provide variety and consistency within Striveworks' branded materials (*right*). Very bold text treatments are generally discouraged and should be used only for contrast and emphasis. Use of italic styles in combination with any of these weights is acceptable.

**BLACK 900**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890!@#\$%^&\*()**

**BOLD 700**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

**MEDIUM 500**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

**REGULAR 400**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

**LIGHT 300**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()

# Type Scale

A clear type scale hierarchy is crucial for effective communication. Maintaining consistent typeface, font size, and spacing across all brand materials, from print to digital media, ensures a seamless and professional presentation. Any deviation from the established type scale should be avoided, as consistency in typography reinforces brand recognition and fosters a sense of trust and familiarity with customers and partners.

By adhering to the established guidelines regarding font, hierarchy, and consistency, Striveworks conveys its messages while reinforcing a distinct and memorable visual identity.

# Model training

## Neural networks

### Key Terms

#### Batch Size

The **batch size** is the number of examples (data points, images, etc) to use for each model update step; think of this as the number of examples processed at a time. The batch (also sometimes called a *minibatch*) is used to determine (approximate) the direction of steepest descent.

#### How big should the batch size be?

If you are training on a single GPU (or small cluster of GPUs) it is frequently advantageous to use batch sizes as large as possible with the model (and intermediate computations) fitting in-memory on the GPU. If the batch size is too large, CUDA out of memory errors will occur. Using as large as possible a batch is usually more computationally efficient (faster), however, when training in a regime where the batch size can be very large (e.g. 10k or larger) there are known issues with convergence (model training tends to fail badly). This is almost never an issue when training on a single GPU. The choice of model will dictate the largest possible batch size for the training hardware you have. Larger models will necessitate smaller batch sizes (because they occupy more memory on the GPU).

**Note:** it is a best-practice to use random augmentations when training computer vision models.

# Color Palette

The brand's color palette serves as a visual expression of Striveworks' identity, fostering a distinctive visual presence in the market. To ensure a unified and impactful brand representation, adherence to specific color palette guidelines is paramount.

The **primary colors**, serving as the bedrock of the brand, take center stage in the logo and major brand elements, while **secondary colors** provide versatility for various applications, contributing to a cohesive visual language. **Tertiary colors** have specific use cases and are generally not used.

PRIMARY



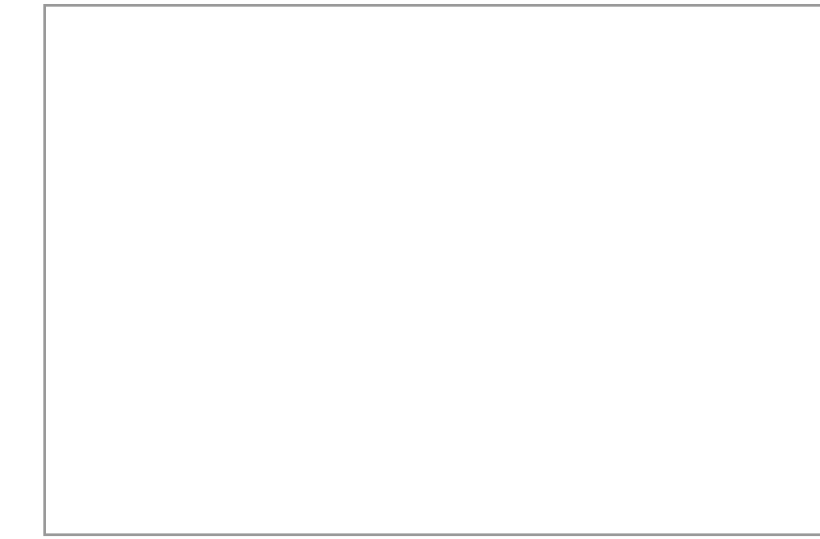
## PLUM

#820782  
R130 G7 B130  
C60 M100 Y12 K2



## DARK PURPLE

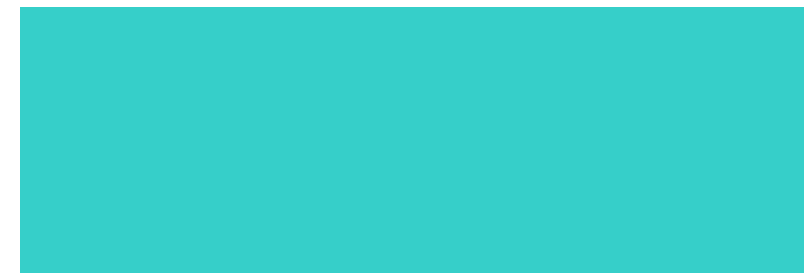
#25034C  
R37 G3 B76  
C94 M100 Y27 K44



## WHITE

#FFFFFF  
R255 G255 B255  
C0 M0 Y0 K0

SECONDARY



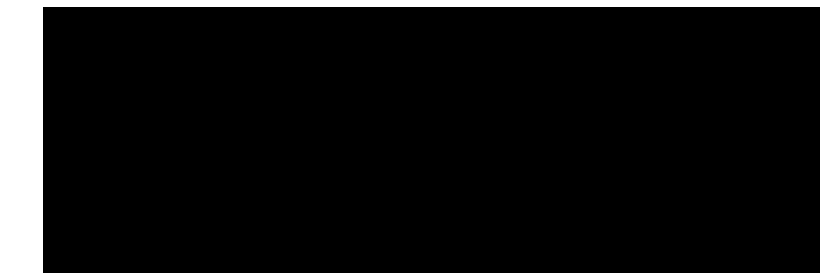
## TURQUOISE

#36CFC9  
R54 G207 B201  
C63 M0 Y28 K0



## WEB PURPLE

#661DBB  
R102 G29 B187  
C74 M89 Y0 K0



## BLACK

#000000  
R0 G0 B0  
C60 M60 Y60 K100

TERTIARY



## SEAFOAM

#A6CEE3  
R166 G206 B227  
C33 M8 Y6 K0



## DARK BLUE

#3A0CA3  
R58 G12 B163  
C91 M100 Y0 K0



## LIGHT BLUE

#426BF1  
R66 G107 B241  
C76 M61 Y0 K0



## LIGHT PURPLE

#AA6CFF  
R170 G108 B255  
C50 M62 Y0 K0



# Color Elements

In addition to brand colors, Striveworks incorporates color elements such as gradients, shades, and tints to add depth, dimension, and versatility to the palette.

**Gradients**, seamlessly transitioning from one color to another, bring a contemporary and innovative feel to brand materials. Approved gradient combinations (right) specify the precise color stops.

**Tints and shades**, or variations in the lightness or darkness of a color, provide an additional layer of flexibility to the brand's color palette. It is acceptable to use tints and shades of all primary and secondary colors. Whether employed in backgrounds, overlays, or typography, the controlled use of tints improves the brand's versatility without compromising its recognizable visual identity.

## GRADIENTS



#820782  
R130 G7 B130  
C60 M100 Y12 K2

#25034C  
R37 G3 B76  
C94 M100 Y27 K44



#820782  
R130 G7 B130  
C60 M100 Y12 K2

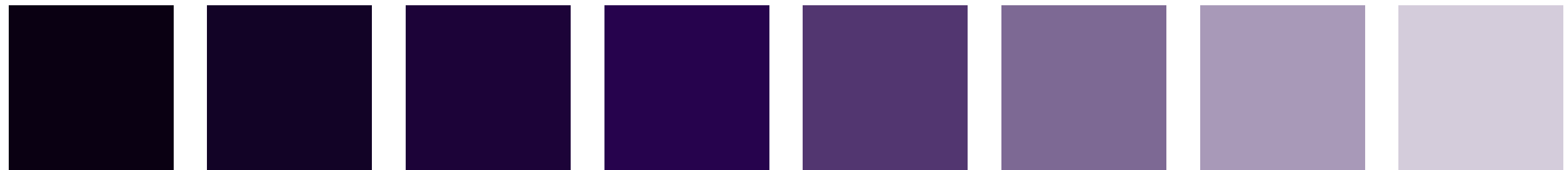
#000000  
R0 G0 B0  
C60 M60 Y60 K100



#25034C  
R37 G3 B76  
C94 M100 Y27 K44

#000000  
R0 G0 B0  
C60 M60 Y60 K100

## TINTS & SHADES



# Photography

Photography plays an important role in connecting with Striveworks' audiences. Consistency is key, ensuring that each photo placement contributes to its immediate surroundings as well as the overall brand.

Photos should be candid and natural while avoiding overly-stylized treatments. Showcasing people, places, technology, and concepts related to Striveworks product features is encouraged. Additionally, a diversity of subjects, places, and scenarios represents the varied perspectives and experiences of Striveworks' clients and partners. Above all, high-quality, professional images are strongly encouraged.

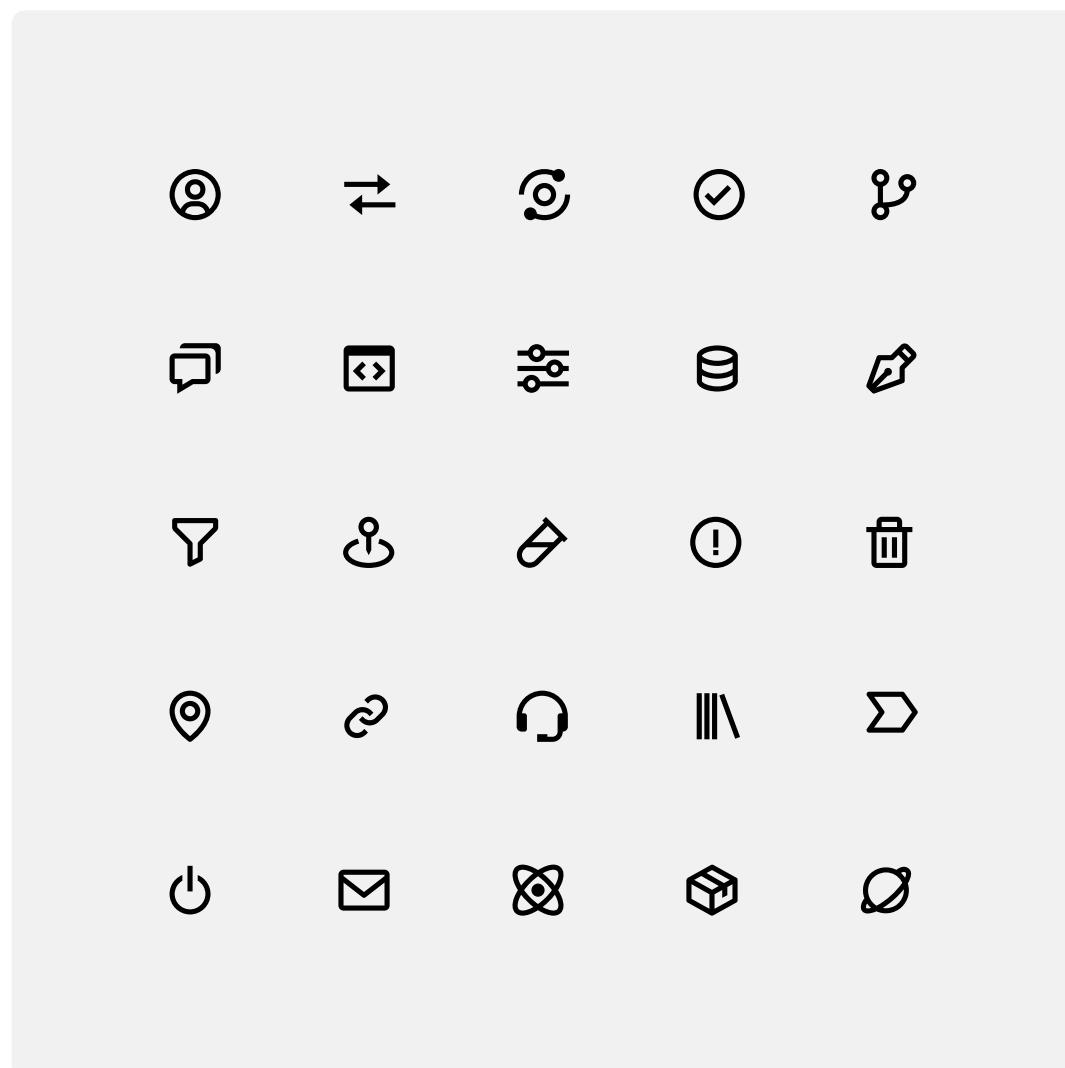
Occasionally photos may need touch ups and treatments. Acceptable photo treatments include palette color overlays and product feature overlays, but should be used with discretion. Avoid lens flares, stylized blurs, color modifications, and artistic or AI-generated imagery. Do not include copyrighted material or other logos in any of Striveworks photography unless otherwise authorized.



# Icons

Striveworks uses a simple line-art icon style inspired by Boxicons, an open source icon set for designers and developers. Icons in branded materials should be straightforward one- or two-color graphics that are paired with corresponding text. Icons should not be used by themselves.

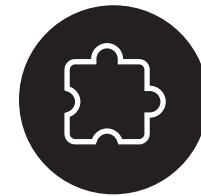
Icons with circle backgrounds should have padding in between the outline of the circle and the icon, with the icon centered. Icons should be placed directly above or to the left of text.



DAY 1

## Automation

Striveworks transforms the data analytic process into code



DAY 2

## Integration

Striveworks integrates with third-party systems, bringing AI/ML to where your organization already does work.



DAY 3

## Remediation

Models fail. Striveworks meets this challenge at scale to keep models in production, performant, and trained on the latest, relevant data.



## Audit

Striveworks provides end-to-end data lineage, extending data governance into the analytic domain. This system ensures responsible, auditable, and repeatable AI insights.



## Predict Wildfires

A Fortune 500 company is using Striveworks to fuse geospatial and other data, predicting the location of wildfires immediately after lightning strikes.



## Identify Aircraft

Defense organizations use object detection models in Striveworks to identify and categorize aircraft from overhead imagery.



## Forecast Financials

Geospatial machine learning analyzes commodity stockpiles to predict prices, helping traders make better-informed decisions and manage volatility risks.



STRIVEWORKS